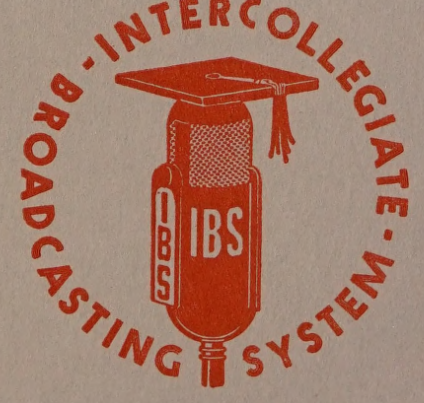
INTERCOLLEGIATE
BROADCASTING SYSTEM
IBS
IBS

AN UNUSUAL OPPORTUNITY EXISTS

ON THE

INTERCOLLEGIATE BROADCASTING SYSTEM

FOR

TOWLE MANUFACTURING COMPANY

.....

An Opportunity to Reach

A Quality Aduience of

Sterling Silver Prospects

HERE IS THE QUALITY MARKET

OFFERED BY THE INTERCOLLEGIATE BROADCASTING SYSTEM

By permission of the Federal Communication Commission, colleges in the United States are privileged to operate low-powered broadcasting stations for the entertainment and training of students.

Students dial their stations somewhere between 550 and 700 on the dial of their radios.

Their power ranges up to 25 watts, depending on the needs for covering the campus.

They operate as a regular broadcasting station; are manned by radio-ambitious students. They are guided by a faculty advisor; broadcast on regularly scheduled times and days; adhere to a carefully-planned program schedule.

The foremost factor in program planning is the students' interests.

Broadcasting facilities are offered for twenty-six weeks, broken into two thirteen week periods. The first starts with the college opening in September and finishes with mid-year examinations in January; the second starts in February and concludes with the end of school in June.

The college stations are all tied together into a national organization: the Intercollegiate Broadcasting System. The central office in New York City coordinates policies; establishes basic program formats; consucts extensive research; and handles time clearance and billing for national advertising accounts.

At present campus stations operate in 22 colleges and universitites throughout the country. Of these, 16 are thus far tied together by telephone lines to offer network service. Origination points on the loop are Harvard, Columbia, and Cornell.

Here are the colleges in this loop with their 1946-1947 registration figures.

Station	College	City	Type
Ivy Network - Basic Stations			
WHCN	Harvard	Cambridge, Mass	Men
WBRU	Brown	Providence, R I	Co-ed
WYBC	Yale	New Haven, Conn	Men
WKCR	Columbia	New York, N Y	Co-ed
WPRU	Princeton	Princeton, N J	Men
WXPN	Pennsylvania	Philadelphia, Pa	Co-ed
Seacoast Supplementary Stations			
WRAD	Radcliffe	Cambridge, Mass	Women
WBS	Wellesley	Wellesley, Mass	Women
WHUS	Connecticut	Storrs, Conn	Co-ed
WES	Wesleyan	Middletown, Conn	Men
WHAV	Haverford	Haverford, Pa	Men
Inland Supplementaries			
WBRG	Bucknell	Lewisburg, Pa	Co-ed
WVBR	Cornell	Ithaca, N Y	Co-ed
WHC	Hamilton	Clinton, N Y	Men
UCRS	Union	Schenectady, N Y	Men
WMS	Williams	Williamstown, Mass	Men
Transcription Supplementaries			
BRN	Alabama U	University, Ala	Co-ed
KBYU	Brigham Young U	Provo, Utah	Co-ed
WCIT	Carnegie Tech	Pittsburgh, Pa	Co-ed
WWC	Stephens	Columbia, Mo	Women
WMWC	Mary Washington	Fredricksburg, Va	Women
WMMC	MacMurray College	Jacksonville, Ill	Women

REGISTRATION

Station	College	Total	Men	Women	Resident
WHCN	Harvard	5,000	5,000	-	3,000
WBRU	Brown	4,319	2,605	822	2,374
WYBC	Yale	7,958	7,169	689	5,000
WKCR	Colubmia	6,053	3,064	2,987	3,350
WPRU	Princeton	3,100	3,100	-	3,000
WXPN	Pennsylvania	16,890	14,019	2,871	5,000
		43,320	34,957	7,369	21,724
WRAD	Radcliffe	1,274	-	1,274	574
WBS	Wellesley	1,200	-	1,200	1,000
WHUS	Connecticut U	5,707	4,929	1,778	3,102
WES	Wesleyan	900	888	12	900
WHAV	Haverford	494	494	-	374
		9,575	6,311	4,264	5,950
WBRG	Bucknell	2,043	1,412	631	1,970
WVBR	Cornell	9,137	7,098	2,039	9,137
WHC	Hamilton.	582	582	-	556
UCRS	Union	1,256	1,256	-	1,256
WMS	Williams	1,070	1,061	9	1,070
		15,088	11,409	2,679	13,989
BRN	U of Alabama	8,626	6,350	2,276	7,737
KBYU	Brigham Young U	4,353	2,582	1,771	4,353
WCIT	Carnegie Tech	3,428	2,549	879	900
WWC	Stephens	2,238	-	2,238	2,231
WMWC	Mary Washington	1,600	30	1,570	1,500
WMAC	MacMurray	750	-	750	700
		20,995	11,511	9,484	17,421

A SURVEY OF RADIO LISTENING HABITS

IN UNIVERSITIES AND COLLEGES

WHEN: Spring, 1946

WHERE: On the campuses of these 20 colleges and universities, 15 of which had campus radio stations; 5 of which did not at the time of the survey.

University of Alabama	Haverford
Brown University	Mary Washington
Bryn Mawr	Ohio University
Bucknell	Pennsylvania
Cornell	Princeton
Harvard	Radcliffe
Yale	Stephens
Connecticut	Union
Miami (Ohio)	College of the Pacific
Russell Sage	Antioch

HOW: By personal interview.

SAMPLE: 1,946 college students, resident on campus.

RESULTS:

	Yes
Is there a radio in your room, your own or your roommate's ?	77.8%
Do you ever listen to the radio at college ?	94.3%
Did you listen to the radio at all yesterday ?	73.5%
Average number hours listening in the evening	1 hr, 8 min
Listen to IBS station -	
once or more times a week	66.8%
four or more times a week	30.1%

THE OPPORTUNITY FOR

THE TOWLE MANUFACTURING COMPANY

One of the most popular types of programs on the campus stations is serious music. In a 1946 survey of listening habits it was discovered that symphonic music was a program preference of 73.0% of the students (65.1% of the men; 8019% of the women).

The campus stations recognize this feeling and liking for serious music. Almost all of them schedule semi-classical and symphnonic music from 10:00 to 11:00 PM. The success of this program format is reflected in sets-in-use figures, taken from the same survey of listening habits.

6:00 PM	10%
6:30 PM	15%
7:00 PM	22%
7:30 PM	18%
8:00 PM	21%
8:30 PM	21%
9:00 PM	22%
9:30 PM	23%
10:00 PM	26%
10:30 PM	22%
11:00 PM	16%

And one of the most listened-to programs on all the campus stations is the weekly IBS MUSIC HALL program.

May we suggest the propriety of TOWLE STERLING SILVER as the sponsor for the MUSIC HALL?

THE TOWLE MUSIC HALL

Time: Thursdays - 10:00-11:00 PM

Stations: This program may be purchased on the complete network, or

it can be purchased individually on any, some, or all of the campus stations.

Program: Towle Music Hall caters to those who like symphonic music. Format and scripts emanate from IBS in New York. The program is an adult handling of serious music for the college student. The quality of both the programming and commentary is high, in harmony with the high level of the material. It has been broadcast on the campus stations for a year. In view of the known preference of college students for serious music, this program is considered the largest single drawing card of thecampus stations.

Another advantage of the Towle Music Hall is that it is broadcast at a peak listening hour; and at an hour when competition from the four major networks is low.

Cost: Based on twenty-six weeks.

1. For the full network (22 stations)

Net time cost, per program	$685.42
Production, program charge	68.50

2. Sample individual station rates:

Radcliffe	$19.00 net per program, time
Harvard	47.50 net per program, time
Brown	38.00 net per program, time
Wellesley	28.50 net per program, time

Add 10% to time cost for program and production charges.

The Intercollegiate Broadcasting System invites TOWLE MANUFACTURING COMPANY to use its facilities by sponsoring

THE TOWLE MUSIC HALL

May we start with the broadcast of February 13?

Submitted to
H B HUMPHREY CO
by
KETTELL-CARTER
1-29-47

INTERCOLLEGIATE BROADCASTING SYSTEM
507 FIFTH AVENUE, NEW YORK 17, N. Y.